

~~Negotiation Strategies and~~ Tactics Introduction

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Negotiation is

- ♦ the process where two or more parties decide what each will give and take in the context of their relationship . . .

Why negotiate?

- ◆ Increasing global emphasis
 - employees
 - patients, customers, clients
- ◆ Organizational restructuring
 - downsized
 - flattened
- ◆ Getting a good deal

Why ***not*** negotiate?

- ◆ Don't know it's an option
- ◆ Uncomfortable with negotiating
(it's not part of our relationship!)
- ◆ Approve of the status quo
- ◆ Issues are too trivial or too important
- ◆ Power differential is too great
- ◆ No opportunity for planning